

Arlington Cultural Council Minutes
Monday, October 19, 2015
Arlington Senior Center

Present: Karin Blum, Suzi Lubar, Nilou Moochhala, Merli Guerra, Elisabeth Taylor, Jeff Timperi, Joe Burns

Visitor: Lauren Richmond

Meeting called to order at 7:35 p.m.

ITEM 1 Approval of September minutes

The September minutes were unanimously approved with an addition from Jeff B via email.

ITEM 2 RFPs, Grants Review, and Treasurer's Report

Grant Number	Grant Recipient	Status
01	Legendary Locals of Arlington (Barbara Goodman and Marjorie Howard) – a 128-page book. \$800	Book is finished, planning to submit in December
04	Family Dance at Robbins Farm (Folk Arts Center of New England) – educator Marcie Van Cleave. \$550	Complete, Jeff B has relayed message to submit RFP. Treasurer has been out of the country, but will be informed upon return soon
23	Two to Tango – A one hour, two-person play in two acts. \$450	RFP received
24	Dallin Art Museum-Arlington Public School Days. \$750	RFP received
31	True Stories of Environmental Citizen Action (True Story Theater) \$800	Complete, need to submit RFP, Joe has been in contact

ITEM 3 Review November meeting needs and assignments – circulate Dropbox signup

Grant applicant presentations on 11/4/15 and 11/5/15, no supplies needed. Suzi will send out link to sign up for food for grant deliberations on 11/15/15.

ITEM 4 Benchmarking update

Merli reported that five out of six councils responded to her request for information about how they handle their contacts. The respondents were Belmont, Medford, Waltham, Lexington and Somerville. In summary all of the councils use social media such as Facebook and Twitter. Only two councils have an email list. Others don't have enough time to make one. Three wish they had Constant Contact or Mail chimp. Somerville uses Constant Contact every two months or so. They have a paid staff member to help, and have 2,500 people on their mailing list. Most wish they were organized enough to use one of the services. Merli has experience with both services. With ~500 addresses on our list we can use a free service like Mail Chimp. It will be useful for receiving RSVPs and for tracking who on list is engaged. The council agreed to revisit the topic in January.

ITEM 5 New Business

True Story Theater sent the council an email with numerous suggestions about changes to the April reception. Suzi suggested that we not react to just one person's input and Merli agreed with her. We might want to get input from other attendees before making changes.

The council noted that True Story had a different goal in mind for the reception. The overarching goal of the reception is to say 'good job' and to celebrate the arts. MCC also likes to have politicians to attend to show advocacy. Suzi suggested that we make the goal clear on the invitation.

Merli asked about who designs the reception invite and when that happens. Karin said we usually start planning in Dec/January. At that time, one or more people will take on the task of designing the invitation.

Karin will write to True Story saying that we discussed their feedback. They are welcome to come to the January ACC meeting to give feedback in person, but don't need to.

ITEM 7 Executive Session – Vote on prospective members

Lauren stepped out of the room for the council to vote on her membership. The council unanimously voted to approve Lauren as a new member.

ITEM 8 2016 Grant Applications

The 22 applications containing 10 copies were collated and distributed to council members. Each grant application was assigned a unique number. The council voted to have the corresponding secretary contact the six applicants that only submitted one copy to say that they will be considered if they submit nine more by 11/1/15.

The council voted to reject an application received after the due date.

Upcoming Events

- 11/4/15 7-8:30pm Applicant presentations, Town Hall hearing room
- 11/5/15 7-8:30pm Applicant presentations, Town Hall hearing room
- 11/15/15 1-5pm Grant Deliberations, Jefferson Cutter House
- 12/14/15 7:30pm, ACC meeting, Arlington Senior Center